

Carol and Lee Wolcott  
1522 N. Prospect Ave . #906  
Milwaukee, WI 53202

August 9, 2017

**Honorable Members of the City Plan Commission Regarding File No. 170406**

**I am writing this letter to you in opposition to the proposed construction of the Goll Mansion Tower. I would like to make it clear that my opposition is not because it will affect my view as my unit (906) faces Lake Michigan and is on the south end of the building. I am not in opposition to responsible development of this property either. It is inevitable and good for Milwaukee. The Goll Mansion Tower is a beautiful building. It is simply too large for the space and poses a danger to the surrounding properties during the construction process .**

I am a transplant from Chicago, where I resided for 40 years. Therefore I am very comfortable living in high density areas with very heavy traffic and long commutes. I have lived in high rises all of my adult life and know what works and doesn't work.

**One of my biggest concern is the effects of this construction on the foundation of the neighboring buildings, specifically 1522 N. Prospect Condominium.** There needs to be an independent report from appropriate experts that proves that the Bluff will not shift and can support a structure of this size. Furthermore if you should choose to approve this project, there be appropriate alternatives to pile driving during construction as there is a report that indicates that there will be damage done to the buildings adjacent to the construction site.

Damage to the foundations of the 1522 building would be very costly and even with assurances from experts, guidelines can be ignored during construction and accidents happen. I want to know what insurance is required by the City of Milwaukee to cover these contingencies. if the City approves these plans, without due protections for the neighboring buildings, will the City be responsible for the repeated damages? **The developer needs a separate reserve to cover possible damages so that the surrounding property owners and the City of Milwaukee is not left liable.**

**I oppose the construction of the Goll Tower as designed, because it lacks sufficient guest parking, resident parking and an area for moving vans and other service vehicles to service the building.** According to the National Director of Housing Programs, an apartment building has an average turnover rate of 50%.\*This means there will be on the average of a 100 moves a year, most of which will occur during the months of May - September. This computes to about 5 moves a week during these months. So during those prime moving months, in addition to the FedEx, UPS, postal delivery, numerous repair and service vans and trucks that are needed to service the residents of this building, we will have moving vans blocking Prospect Avenues well.

This is a problem during non-moving months as well. The Goll Tower lacks of space for any large van to unload, space for the many trucks and vans needed to service the building, guest parking and resident parking. This will result in a continual blockage of traffic in this area as people like FedEx, UPS, repair vans, etc. double park in the street. This affects anyone using Prospect Avenue.

**The Oak Leaf Trail is an asset that is valued by not just the residents of this neighborhood, but residents from every area of Milwaukee and the suburbs.** The canopy and the vegetation that creates this special green space need to be protected. 50% of this

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proposed tower covers the bluff and removes much of its natural beauty. A concrete wall with plants is just not the same. This is an area of the city that adds value to the neighborhood, gives respite to all the citizens and adds to the beauty of the lake front. It brings visitors, not just from Milwaukee, but from all over Wisconsin, Illinois and other states. These visitors bring valuable money into the area. This is a vital part of our lake front ambiance and needs protection.

**The Common Council has already addressed some of these issues. Quotes from the 2009 Comprehensive Plan:**

- 6-E Prospect Avenue Corridor, "Traffic problems arising from the lack of individual property loading areas,... need to be addressed." (Corridor Issues and Overview)
- "Consider traffic impacts of prospective development over time and potential negative impacts on the area's quality of life. (Traffic and Pedestrian Circulation Strategies #4)
- "...to protect and enhance the urban and historic neighborhood character. ...take into consideration: ... Oak Leaf Trail frontage." (Preservation Strategies)

As a former Chicagoan, I am very aware that the most important factor about Milwaukee to its citizens, is the "quality of life". The people who run a city government are often referred to as "City Fathers". The reason for this title is that like all good fathers, their decisions are based upon what is best for the growth of the city. They look at a project with an eye to the future and how it affects future of the neighborhood and the lives of the citizens who live there.

**Milwaukee has a chance to be better than Chicago:**

- Learn from the mistakes of Chicago.
- Look to your 2009 Comprehensive Plan for this area as a guide.
- Maintain the quality of life for all its residents and and the many visitors who come to enjoy our neighborhood, the Lakefront and Oak Leaf Trail.
- Provide provisions in the approval of any project for financial mitigation of any damages caused by construction.

**Milwaukee is known for offering all of the benefits of Chicago while still maintaining a high quality of life. This is an asset that will continue bringing people to the City. With thoughtful planning, Milwaukee can continue growing and at the same time, develop a strong tax base without giving up the quality of life that draws people here and to Prospect Avenue.**

I therefore respectfully request that you not approve this specific project.

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\*<http://www.nchm.org/Resources/Operation-Insights/Review/ArticleId/117/A-50-turnover-rate-Its-not-high-its-the-average> National Center for Housing Management, May 14, 2015